Lucid is dropping prices on three Air EVs ‘while supplies last’

Lucid Motors has announced it is reinstating “original pricing across the full air lineup,” dropping the price of two of its vehicles below $100,000, according to a press release the company shared with *The Verge.* The new base prices, “while supplies last,” will be $125,600 for the Air Grand Touring (down from $154,000), $95,000 for the Air Touring (down from $107,400), and $82,400 for the Air Pure (down from $87,400).

You may have noticed those aren’t *quite* the old prices for all three, as the Lucid Air Pure started at $77,400 previously — Lucid’s director of press communications Andrew Hussey clarified in an email to *The Verge* that the new pricing only applies to the all-wheel drive version of the car, which he said totaled $82,900, making the new price a slight discount from the original price. The rear-wheel drive version is currently listed as “available in September 2023” on Lucid’s website.

The Lucid Air Grand Touring is also going for less than its original $139,000 price tag. Lucid Motors tweeted the new prices, but didn’t call out that they were lowered, instead focusing on its new leasing terms, which it says are good through the end of August:

Update August 5th, 2023, 3:15PM ET: *Updated with clarification from Lucid Motors.*

https://www.theverge.com/2023/8/5/23821298/lucid-air-ev-price-drop-electric-cars